

Press release

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Home textile industry represented by around 1,040 exhibitors and a diverse fringe programme this August

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The Autumn Edition of Intertextile Shanghai Home Textiles will open today, returning as a major event for big-name players in the domestic and international home textile industry. Covering six halls, it will accommodate around 1,040 suppliers from around 30 countries & regions. With 40,000 visitors expected to attend, including import & export corporations, wholesalers, distributors, chain stores and home product manufacturers, the fair is anticipated to be an ideal platform for suppliers to introduce new products to the market.

Suppliers set to seize market shares in China's revitalised home textile market

China's home textile market has been growing steadily, with both domestic and overseas suppliers determined to take advantage of Intertextile Shanghai as a platform to gain market share. This year, premium editors from China, including Beijing Xinyada, Beijing Euroart, Jasonite, SATI and Hangzhou Antex, will be showcasing their high-end collections while international contract business suppliers, such as JAB Anstoetz and Morphrow, are also present to cater to the growing demand for their quality products.

In addition to a majority of local brands and four domestic pavilions from Shaoxing, Tongxiang, Haining and Yuhang regions, there will also be international country & region pavilions from Belgium, India, Pakistan, Taiwan and Turkey, showcasing their specialised products.

Around 1,040 exhibitors covering every home textile sourcing need

Growing middle and upper classes in China have seen consumers' buying trends expand to buying combinations of items with particular design trends. Matching this trend, a number of whole home exhibitors that provide one-stop services, from selecting home textile products to giving home decoration ideas, have been reaping the benefits in recent editions of Intertextile Shanghai Home Textiles – and 2018 is set to continue reflecting this trend.

Around 1,040 exhibitors at Intertextile Shanghai Home Textiles will showcase a wide variety of home textile products, including bedding, bath, table & kitchen, curtains & upholstery, textile designs & technology, whole home, sun protection, wall coverings and carpets & rugs. This

Messe Frankfurt (HK) Ltd
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diverse range of offerings establishes the reason why Intertextile Shanghai attracts genuine, high-quality buyers – across the spectrum, there's something for every buyer at this fair.

Fringe programme events to provide insight and inspiration

Intertextile Shanghai Home Textiles aims to provide inspiration for the next season at the same time as providing a platform for business interactions. At this edition's fringe programme, key events include the InterDesign – Trend Area, displaying three key trend themes for A/W19 in collaboration with the international trendsetter NellyRodi™ Agency. Trend tours and forums will also take place, giving visitors the opportunity to learn and discuss lifestyle trends with designers and trend experts.

At Contract Business 360°, the fair will feature a showcase area at hall 5.1 displaying quality contract upholstery from leading exhibitors, and seminars on current design and market insights of the contract business sector. Catering to popular demand is the return of the Digital Printing Micro Factory, demonstrating a complete production process onsite, alongside forums on the benefits of digital printing & latest production technics. The Andrew Martin International Interior Design Summit will see a forum of experts share their design insights in the new information era, whilst the 2018 Home Furnishing Crossover Exhibition will demonstrate design talent and creativity of interior designers, and present new home living styles.

The show will be held from 27 – 30 August in the National Exhibition and Convention Center in Shanghai. Intertextile Shanghai Home Textiles – Autumn Edition is organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; and the China Home Textile Association (CHTA).

To find out more about this fair, please visit: www.intertextilehome.com. For more information about Messe Frankfurt textile fairs worldwide, please visit: <http://texpertise-network.messefrankfurt.com>.

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Further press information & picture material

<https://www.hk.messefrankfurt.com/hongkong/en/press/fair-press/textiles-and-textile-technologies/intertextile-shanghai-home-textiles-autumn.html>

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Information from the international textiles sector and Messe Frankfurt's textiles fairs worldwide can be found at: www.texpertise-network.com.

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,400 employees at 30 locations, the company generates

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annual sales of around €669 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de